

An Easier Way to Send Large Numbers of Orders or Trouble Tickets Electronically

You Can Check Your Inventory, Too!

AT&T eBonding is a new capability offered to AT&T's large business customers to simplify high-volume customer-service transactions. For some time now, AT&T's business customers have had the option of placing service orders (other than the initial order for service) and trouble reports online via the web. However, for certain customers with very large numbers of transactions – whether they are orders or trouble reports – entering each transaction into a web browser can become cumbersome. That's why AT&T eBonding was developed – to give AT&T customers like you an electronic bonding solution that leverages your own business processes and minimizes data entry.

AT&T eBonding consists of a software interface that enables a customer's internal system to generate transactions that are entered directly into AT&T's proprietary system. This eliminates the need to re-key data from the customer's in-house system – data that is already in digital form – into an AT&T system in what is commonly called the "swivel chair approach."

Real-World Examples

AT&T eBonding can be used for several types of transactions. Let's look at two real-world examples involving large AT&T Frame Relay networks.

- **Placing Orders.** One AT&T customer in the travel industry provides information on rates and reservations to thousands of travel agents worldwide. In a typical month, this customer places over 700 ordering transactions with AT&T, which include orders for new network locations, orders to disconnect network locations, and orders to increase bandwidth, as well as other simple orders. With this large volume of transactions, this customer can benefit by using AT&T eBonding to place orders and track their status. In addition, this customer can use AT&T eBonding to check current inventory at any time and verify that circuits ordered have in fact been provisioned.
- **Creating Trouble Tickets.** Another AT&T customer provides financial services, such as electronic banking and credit card solutions, to over 5,000 clients, including some of the largest U.S. banks. Because this company's core business is providing real-time financial transactions, network connectivity is at the heart of their operations. So reporting troubles and resolving them quickly is mission-critical. And because this company sends large volumes of trouble reports, it can benefit by using AT&T eBonding for trouble reporting and for tracking trouble resolution.

Benefits

- Leverage your own business processes and systems to place orders, report trouble, check status, and view inventory.
- Minimize manual data entry.
- Automate ordering.
- Speed ordering so provisioning can begin sooner.
- Improve the accuracy of orders.
- Automate the trouble reporting process.
- Speed trouble reporting and service restoration.
- Improve the accuracy of your trouble reports.

Capitalize on the Benefits of AT&T eBonding

If you have large numbers of ordering or trouble-reporting transactions, AT&T eBonding can help you:

- **Profit from increased efficiencies.** One customer that implemented AT&T eBonding for trouble reporting (along with some in-house efforts that work in conjunction with electronic bonding), DOUBLED its network-management staff's productivity by issuing 90% of its tickets electronically without human intervention. That customer also was able to resolve network issues BEFORE they impacted their customers 95% of the time, compared to 5% of the time prior to electronic bonding. Another customer using AT&T eBonding for ordering reduced its provisioning staff by 25%. Clearly, these results are nothing short of astounding.
- **Save time.** You'll save time by eliminating the swivel chair approach that requires re-keying large amounts of data that is already in digital form. One customer reported saving 30 minutes on average per trouble ticket!
- **Enjoy faster transactions.** When you use AT&T eBonding, your transactions will flow directly to AT&T's back-end system for processing, which eliminates manual handoffs. Thus, the trouble resolution process or the order fulfillment process can begin right away – and be completed sooner! One customer found that orders were filled DAYS faster this way.
- **Experience greater accuracy.** The fact that you will be generating information from your own in-house system helps eliminate errors. In addition, automated internal system checks identify common errors for faster and more accurate completion.
- **Rely on industry-standard security practices.** AT&T helps to ensure that your transactions will be secure by employing industry-standard security practices that include data encryption, digital certificates or signatures, and password-protected user IDs.

Call Your AT&T Representative

AT&T eBonding is available for most AT&T data, voice, and IP services. Ask your AT&T Representative for details.

Features

- Receive quick confirmation of your transactions via automatic e-mail, which includes a transaction number for tracking purposes.
- Obtain status conveniently, on demand via the same system-to-system interface you use to place the orders. You will also be able to obtain status on your orders through the AT&T BusinessDirect® web site.
- Use AT&T eBonding to check your inventory on demand without even placing a phone call to AT&T.

For more information, contact your AT&T Representative, or visit www.att.com/business.

